



ICONIC

# Middle East Broadcasting Center

## BRANDING BROADCASTING

Middle East Broadcasting Center is the leading private media company in the Middle East & North African region that enriches lives through information, interaction and entertainment. In 2002, nearly a decade after the launch of MBC1 in London, back in 1991, and as the 1st private free-to-air Arab satellite TV channel, MBC Group moved its headquarters to Dubai Media City, United Arab Emirates, where it remains.

Today, MBC Group includes 18 TV channels: MBC1 (general family entertainment); MBC2 and MBC MAX (24-hour western movies); MBC3 (children's edutainment with a mix of both local productions and western acquisitions); MBC4 (entertainment for young families with a female-focus); MBC Action (an indigenous adrenaline-packed channel targeting young males with local and homegrown productions); MBC Variety (Western films and general entertainment with uninterrupted broadcasting); Al Arabiya News Channel (24-hour Arabic language news

channel); Al Hadath (an extension of Al Arabiya News Channel with a specific focus on real events in the Arab world and beyond); Wanasah (24-hour Arabic music channel); MBC DRAMA (24/7 Arabic drama); MBC MASR (general family entertainment geared towards the Egyptian family); MBC + Drama (a joint paid-for channel between MBC and OSN); MBC Bollywood (delivering the freshest in Bollywood content geared towards the region via an Arabized interface); and most recently four sports channels, MBC PRO SPORTS (geared towards the "Saudi Football Premier League" fans in the Kingdom).

In July 2011, seven channels within MBC Group began to broadcast in HD across the MENA Region: MBC1 HD,

MBC2 HD, MBC4 HD, MBC Action HD, MBC Drama HD, MBC Max HD and Al Arabiya HD. In 2013, MBC3 HD joined the bouquet of HD channels followed by MBC Variety HD in 2014.

## **MBC 1**

It was launched in 1991 and was called as the first independent Pan Arab channel. Also as the first free-to-air private satellite channel, MBC1 quickly became trusted and respected go-to resource for all Arabs worldwide thanks to its fresh and contemporary entertainment programming. Today,



the channel continues to be number one for family entertainment in the region. With a strong commitment to local programming, MBC1 hosts the top news service in the region as well as soap operas and hit reality TV shows. Of those shows, Arab Idol, which is in its third season, maintains the position of being one of the highest rated shows and continues to garner massive media attention around the world. Other prime time productions on MBC1 include Kalam Nawaem, Sada Al Malaeb, Green Apple Style and Al Thamina.

**MBC MASR**

It was launched on November 9th, 2012. The channel provides Egyptian viewers with refined entertainment, which targets their diverse concerns and tastes through a careful selection of programs, dramas, series, movies and documentaries.

**MBC MASR 2**

Following the success of MBC MASR- rated at first position within the Egyptian market- after its official launch by two years, MBC GROUP launched MBC MASR 2 in October 2014, in a bid to provide the Egyptian audience with superior quality entertainment. The new channel airs a rich variety of sports and entertainment shows, in addition to live coverage of some of the Egyptian league's football matches. The matches include commentary and analysis while hosting famous football experts.



**QUANTUM LEAPS**

- A global media group that enriches people's lives through information, interaction and entertainment.
- MBC Group commits to being the leading multiplatform.

